



Contact: Keila Cordova
954 Dance Movement Collective
954dmc@gmail.com
917-703-0630

Web: 954dmc.weebly.com

FOR IMMEDIATE RELEASE
March 31, 2011

954 DANCE MOVEMENT COLLECTIVE IN PARTNERSHIP WITH THE PIAZZA PRESENTS
WORLD DANCE DAY
April 29, 2011

Philadelphia, PA - **954 Dance Movement Collective** is partnering with other movement organizations in the community to bring Philadelphia's second annual celebration of **World Dance Day** to **The Piazza at Schmidt's** in Northern Liberties at **North Second Street and Germantown Avenue, below Girard in Philadelphia** on Friday, **April 29, 2011**. UNESCO established **World Dance Day** in 1982 to spread the joy of dance to the general public. This event is **FREE** for all ages, offering performances and dance classes from **5:00 PM to 8:00 PM**. The rain date is exactly one week later on Friday, May 6, 2010.

World Dance Day in Philadelphia is the great thing that happens when **local dance artists and teachers** get together to **celebrate the city's rich dance community**. For the second year in a row, dance groups, dancers, choreographers and teachers are donating their talents for this **free fun family outdoor event** that reminds us all that it's good to boogie. All levels of movers are encouraged to dust off those winter cobwebs and dance into spring!

Participating artists include **[Aloha Style on the Mainline](#)**, **[By Any Means Necessary](#)** (Hip Hop), **[Danse4Nia Repertory Ensemble](#)**, **[Monica Herrera](#)** (Flamenco), **[InMotion Dance Ensemble](#)**, **[Janosik Polish Dance Ensemble](#)**, **[Natya Dance Ensemble](#)**, **[Sankhya Yoga](#)**, **[Tango Hop](#)**, and many more.

The **World Dance Day PERFORMANCES** will showcase a variety of dance styles ranging from Indonesian dance, Modern, Polish folk dances, Classical Indian dance (Bharata Natyam), Flamenco and many more. The first performance hour starts at **5:00PM**. The second starts at **7:00PM**.

Between the performances, stop by for the **World Dance Day TEACH-IN** - from 6:00 PM-7:00 PM. It's a great opportunity to try out dance classes of different disciplines including Tango, Hula, Modern, Yoga, Ballet, Hip Hop, Belly dance and more. **World Dance Day's** teach-in offers 20-minute classes. You have the option of experiencing one dance style for the hour or trying two or three. Always wanted to do tango? Missed your calling as a hula dancer? Want some basic ballet moves to release your inner Black Swan? Even if you just want to learn cool club moves, the **World Dance Day** teach-in is a great opportunity to try something new.

[954 Dance Movement Collective](#) is a creative space offering shared resources for movement and theatre artists. We're the working space for touring theatre companies, dance companies, commercial performing artists, dance teachers and independent artists. We offer open classes, private lessons and dance opportunities for the community. Home of professional dance company, **keila cordova dances**, the studio is column-free, 1140 sq ft (19' x 52') with windows, a full kitchen and private bathroom.

The 954 Dance Movement Collective's mission is to support the creation and enjoyment of dance and theater in the Greater Philadelphia community.

What is World Dance Day?

World Dance Day was established in 1982 by the [International Dance Council - CID](#) of UNESCO to bring attention to the art of dance every year on the 29th of April. This festival is in its 2nd year and it continues the mission set out by UNESCO in 1982 to spread the joy of dance to the general public in an open and accessible manner. Celebrations occur all around the world.

Historically dance has been a form of communication among peoples, a key element of rites of passages, a celebration of cultures and communities. *World Dance Day* is a reminder that Philly is an international city of the Arts. Come celebrate the joy and health of dances from all around the globe.

More on Dance

1. Dance is having TV resurgence! The popularity of shows like *So You Think You Can Dance* and *Dancing with the Stars* are a flashback to the days of *The Grind*, *Club MTV*, *Dance Fever*, *American Bandstand* and *Soul Train*. The difference? Today's shows highlight professional training where the old shows highlighted the popularity of young people socially dancing together.
2. The late Jack La Lanne was famous for bringing fitness out of the gyms and into America's living rooms and he was also a great fan of Dance. [Source: <http://www.pbs.org/wnet/egg/313/index.html>]
3. The muscles exertion and breathing rates of dancers performing in one dance competition is equivalent to those of cyclists, swimmers and an Olympic-level 800-meter runner. <http://www.dancescape.org/ezone/articles/8/1/Benefits-of-Dancing--Quick-Tips-for-Staying-Healthy/Page1.html>
4. The NDEO (National Dance Education Organization) reports that **dance helps kids with physical development, emotional maturity, social awareness, cognitive development**. [Source: http://www.ndeo.org/content.aspx?page_id=22&club_id=893257&module_id=55419]
5. In *Medical News Today*, Beth Shubin Stein, M.D. - of the Women's Sports Medicine Center at Hospital for Special Surgery - says that **dance is very good for balance and posture** and that **it's also a great aerobic workout, toning many different muscle groups**. [Source: <http://www.medicalnewstoday.com/articles/52560.php>]
6. The New England Journal of Medicine reported that regular **dancing helps reduce the risk of developing dementia by 76% percent**. Bicycling, swimming and playing golf reduces the risk of dementia by 0%. [Sources: <http://socialdance.stanford.edu/syllabi/smarter.htm> and <http://www.nejm.org/doi/full/10.1056/NEJMoa022252>]

7. According to the *AARP*,

- “Dance can help strengthen bones and muscles without hurting your joints,
- tone your entire body,
- improve your posture and balance,
- increase your stamina and flexibility,
- reduce stress and tension,
- build confidence,
- provide opportunities to meet people
- and ward off illnesses like diabetes, high blood pressure, heart disease, osteoporosis and depression.” [Source: http://www.aarp.org/health/fitness/info-2005/dance_to_health.print.html]

Local Dance Resources:

- www.PhiladelphiaDANCE.org : Find classes with the Dance Directory, buy tickets at the Dance Box Office, check out PhiladelphiaDANCE TV, Dance Talk Radio, and more!
- www.danceusaphiladelphia.org : Read up on the latest news in the dance community, and find events and performances in the Greater Philadelphia area.
- www.PhillySpaceFinder.com : Find a home for your next performance, installation, or rehearsal!

The official message for World Dance Day 29 April 2011 from Prof. Alkis Raftis, President of the International Dance Council CID UNESCO, Paris

For the greatest part of the history of mankind dance was taking place outdoors. People would gather in forest glades, village squares, churchyards, or on threshing floors, to enjoy dancing for hours on end. Nowadays dance is mostly taking place in ballrooms, clubs, theatres, school halls, studios and discotheques.

This year we propose making a step towards nature by celebrating World Dance Day in open spaces: streets, squares, parks, stadiums, beaches, parking lots, clearings - anywhere under the sky.

The urge to dance is a natural impulse, dancers worship nature in their way, they connect with the universe and feel its juices trickle into them.

All through the year we teach dance, we rehearse, we perform within four walls. On this special day dedicated to dance, let us mark the difference by practising, teaching or performing for everyone to see. It might be cold and rainy, the floor is certainly not good enough, the wind takes the music away, but the beauty in those movements and the joy on those faces will brighten the hearts of the spontaneous audience of passers-by.

<http://www.cid-portal.org>